



# Naval Sea Systems Command Recruiting Best Practices 2018

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# NAVSEA Enterprise Recruiting: Who's Involved

## **Enterprise Recruiting Executive Steering Committee (ESC) Members**

Comprised of recruiting leads from across the enterprise who serve as the leadership team that makes key enterprise recruiting decisions, including identifying recruiting events for each fiscal year.

## **Enterprise Staffing, Classification & Compensation (SEA 10D)**

Determines funding, executes contracts, manages event planning logistics, and supports the enterprise recruiting program as a whole.

## **Event SES Champions**

Act as champions for enterprise recruiting to leadership.

## **Event Leads**

Lead the logistical component of the planning and execution of events.

## **On-Site Event Support**

Provide on-site support during the event (e.g., survey tool support, event logistics, setting up the booth, etc.).

## **Recruiters**

Represent the Command as an enterprise and identify and engage with potential jobseekers at the event.



# Successful Recruiting Team

- **Technical Experts**

- Bring technical experts to the event that match your target audience (e.g. if the event is for cyber security professionals, engage cyber security Subject Matter Experts in recruiting)

- **Seasoned Recruiters**

- Recruiters help source and draw-in potential candidates

- **Hiring Managers**

- Bringing hiring managers to recruiting events enables them to conduct onsite interviews and extend contingent job offers

- **Human Resources Personnel**

- Bringing HR personnel to events helps answer any HR-related questions that may arise, screening of candidate qualifications, and extending contingent job offers.



# Recruiting Marketing: What Should Recruiters Know?

- Familiarize yourself with your Command's mission
- Prepare an intro speech that aligns with the Command's overview
- Know the “product” (NAVSEA's selling points)
- Learn what is important to the candidate
  - Location, family, benefits, social life, hobbies, etc.
  - Share with them how the benefits of working with NAVSEA can align with their interests
- Talk about the “day in the life” of various positions
- Show passion and excitement about career opportunities with NAVSEA



# Recruiting Marketing Examples: Mission and Vision

- **Mission:** We design, build, deliver and maintain ships and systems on-time and on-cost for the United States Navy.
- **Vision:**
  - We are the Nation's team accountable for the health of its Navy.
  - We must purposefully operate to ensure the U.S. Navy can protect and defend America.
  - We must be supported by a modern, efficient industrial base.
  - We must be a world-class employer of choice that inspires innovation.
  - We must set the value-added standard for acquisition, engineering, business and maintenance.
- **Values:** Our Nation's greatest asset is its people and their ability to design and develop innovative solutions to meet any challenge. NAVSEA's dedicated workforce is the key to our Navy being ready to fight and win. We are the *Force Behind the Fleet!*



# Recruiting Marketing Examples: Command by the Numbers

**74k**

Total number of NAVSEA civilian, military & contractor personnel. This makes us the Navy's largest Systems Command!

**\$30B**

Our annual budget, which represents approximately  $\frac{1}{4}$  of the Navy's overall budget.

**224**

Years we've been in business. NAVSEA's origin dates back to 1794.

**150**

Number of Acquisition Programs managed by NAVSEA.

**38**

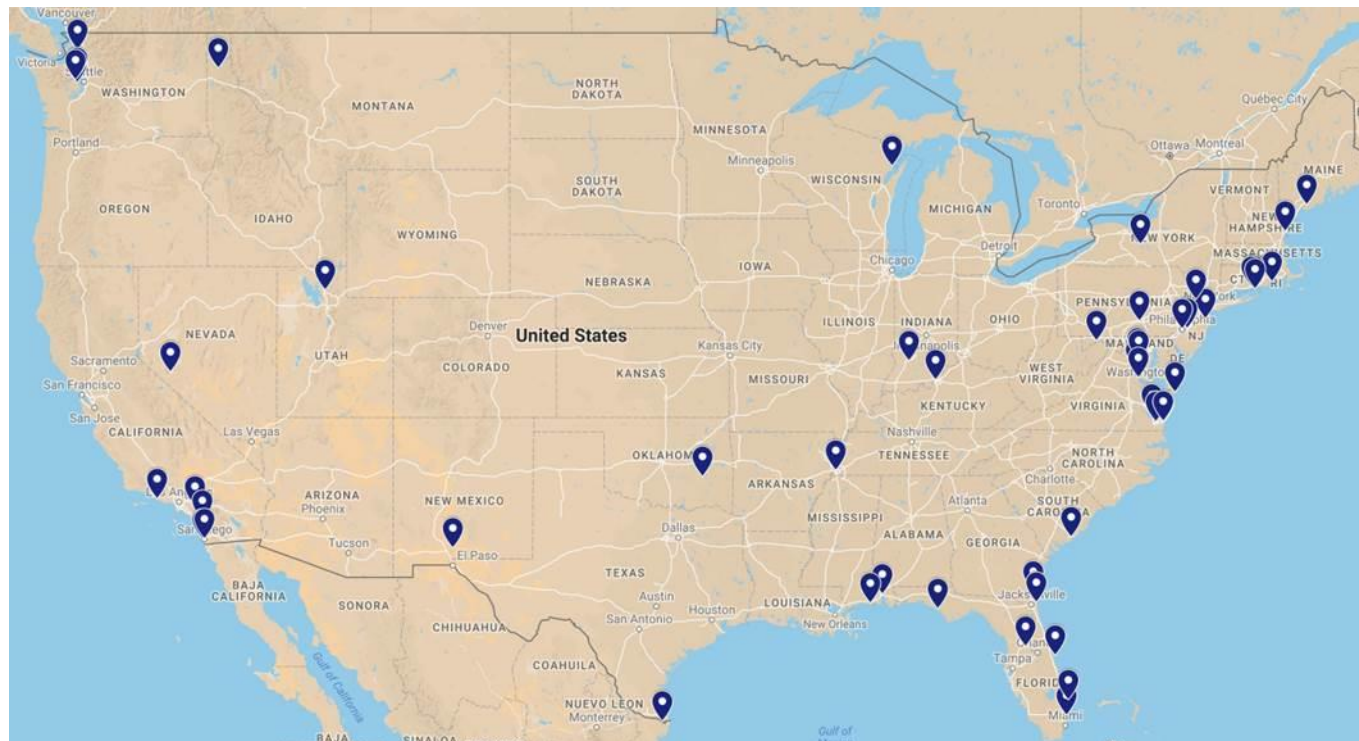
Total number of NAVSEA activities across the United States.

**30**

Number of states in which we are located.



# Recruiting Marketing Examples: NAVSEA Locations



## ALABAMA

Mobile

## ALASKA

Ketchikan

## CALIFORNIA

Corona  
Fallbrook  
Point Loma  
Port Hueneme  
San Diego

## CONNECTICUT

Groton  
Niantic

## DISTRICT OF COLUMBIA

Washington Navy Yard

## FLORIDA

Ft. Lauderdale  
Mayport  
Okahumpka  
Panama City  
Port Canaveral  
West Palm Beach

## GEORGIA

King's Bay

## HAWAII

Pearl Harbor  
Waipahu

## IDAHO

Bayview

## INDIANA

Crane

## KENTUCKY

Louisville

## MAINE

Bath  
Kittery

## MARYLAND

Indian Head  
West Bethesda

## MISSISSIPPI

Pascagoula

## NEW JERSEY

Colts Neck  
Moorestown  
Picatinny

## NEW MEXICO

White Sands

## NEW YORK

Dresden  
Fishers Island

## OKLAHOMA

McAlester

## PENNSYLVANIA

Mechanicsburg  
Philadelphia

## RHODE ISLAND

Newport

## TENNESSEE

Memphis

## TEXAS

Brownsville

## UTAH

Ogden

## VIRGINIA

Dahlgren  
Dam Neck  
Newport News

## WASHINGTON

Anacortes  
Bremerton  
Keyport  
Silverdale

## WEST VIRGINIA

Rocket Center

## INTERNATIONAL LOCATIONS

Andros Islands, Bahamas  
Nanoose, British Columbia, Canada  
Naples, Italy  
Yokosuka, Japan

Manama, Bahrain  
Mariana Islands, Guam  
Sasebo, Japan  
Rota, Spain



# Recruiter Responsibilities Checklist

- ☐ Take NAVSEA Recruiter Training prior to attending an event
- ☐ Dial-in to all pre-event telcons
- ☐ Assist with event set-up
- ☐ Adhere to dress code
- ☐ Man the booth
- ☐ Collect candidate surveys for all who enter the booth
- ☐ Assist with event cleanup
- ☐ Complete after action report
- ☐ Report travel costs





# Recruiting Event Lead Checklist

## Pre-Event

- ☐ Take NAVSEA Recruiter Training prior to attending an event
- ☐ Send “Call for Recruiters” email blast
- ☐ Organize and lead pre-event telcons
- ☐ Coordinate any additional events (i.e.: workshops, info sessions)
- ☐ Register recruiters for the event

## Day Before Event

- ☐ Receive recruiting materials
- ☐ Check out venue/start setting up
- ☐ Confirm all iPads are charged and connected to the internet

## Day of Event

- ☐ Arrive early to setup booth
- ☐ Lead the recruiter “meet and greet” before the event
- ☐ Assist recruiters throughout the event
- ☐ Ensure recruiters complete after action reports
- ☐ Event clean-up
- ☐ Ship materials back per instructions provided



# Recruiting in Action (video)





# Navy Civilian Careers Partnership

## Background

- Historically, each SYSCOM independently managed its civilian enterprise recruiting and partnerships with diversity-focused organizations.
- A desire to optimize resources and increase efficiency throughout the Navy, however, resulted in a formal partnership between NAVAIR, NAVFAC, NAVSEA, NAVSUP, and SPAWAR in 2013.

## Vision

- To be the best civilian recruiting diversity and affinity partnership within DoD.

## Benefits

- Provides overall cost savings to the Navy
- Offers opportunities for engaging with additional affinity groups
- Strengthens, streamlines, and integrates civilian recruiting presence
- Engages potential talent through a mix of technological platforms
- Delivers innovative sourcing for potential talent



**BECOME AN  
AMERICAN HERO**



Whether you're an engineer, scientist, or business professional, you'll have the unique opportunity to serve your country as a vital part of the team that's building the next generation of technology for our Sailors and Marines. Explore our opportunities at [NCC.USAJOB.S.GOV](https://ncc.usajobs.gov).



# NAVSEA and NCC Recruiter Dress Code

- **Royal Blue top**
- **Black pants**
- **Closed-toe shoes**

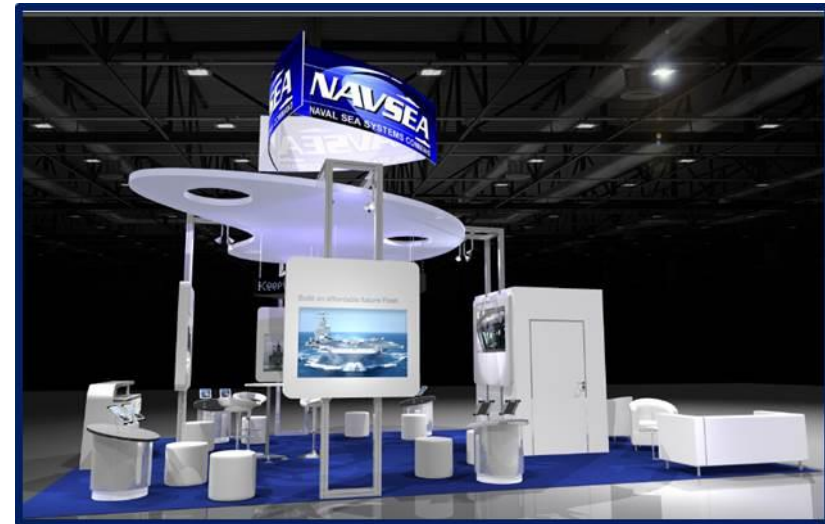
## Notes:

- NAVSEA/NCC logo polos and button-down shirts are appropriate dress code for all recruiters.
- Please ensure your shoes are comfortable as you will be standing for long periods of time!
- Leggings, yoga pants, and work-out sneakers are not considered appropriate attire.



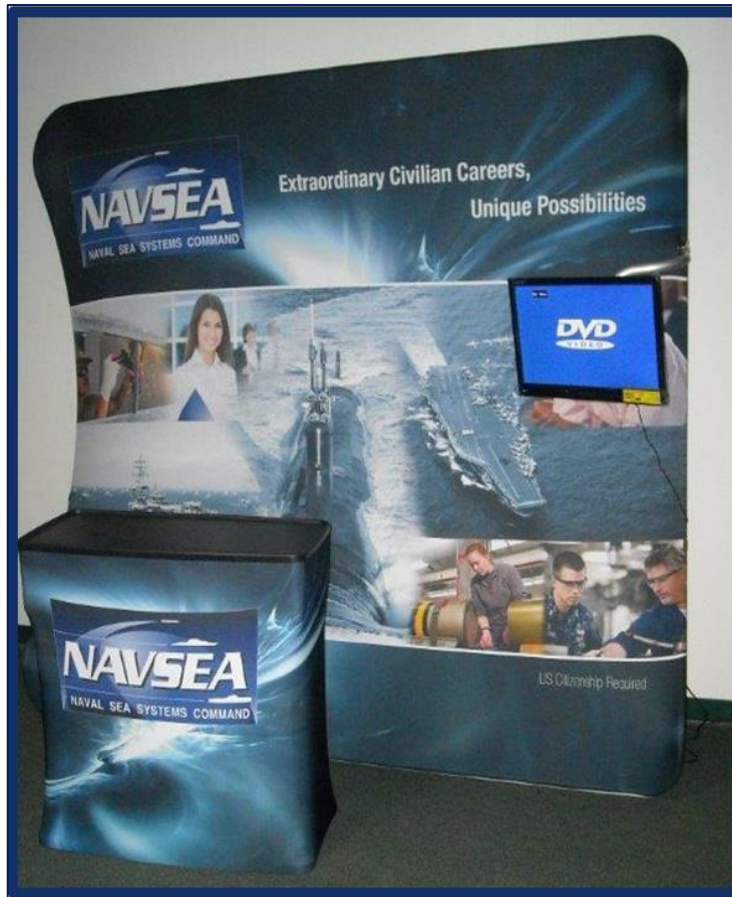


# Recruiting Materials



20x30 Booth

# Recruiting Materials



10x10 Display

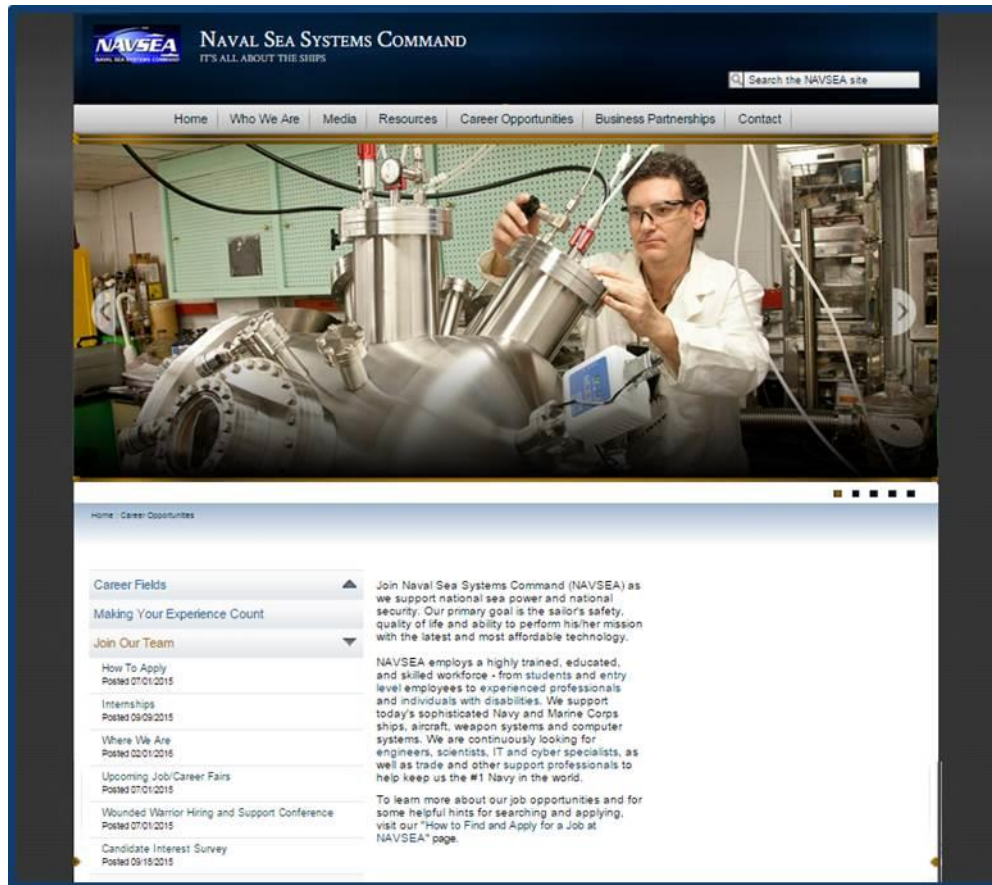


Banner Stand



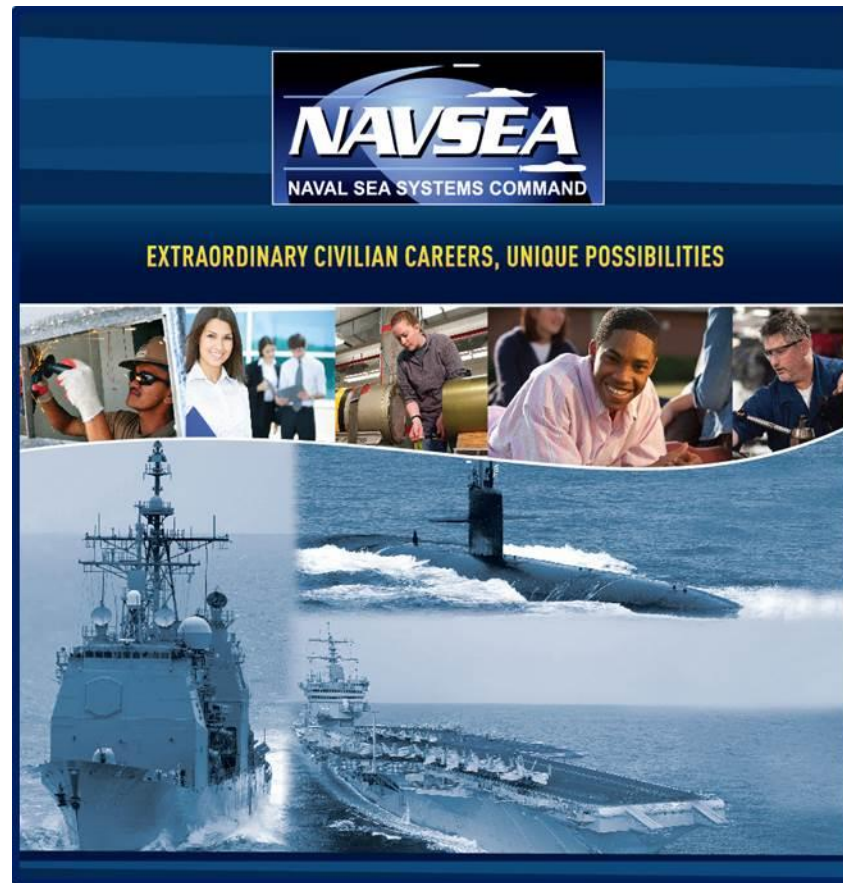
# Communications

## NAVSEA Career Site



<http://www.navsea.navy.mil/Careers/NAVSEA-Careers/>

# Communications



NAVSEA Ad

# Communications: Email Marketing



## We Can't Wait to Meet You!

The Navy Civilian Careers (NCC) Recruiting Team is excited to meet you at the Annual NSBE Convention! We will be recruiting for engineers, scientists, mathematicians, logistics specialists, IT professionals and other disciplines. Stop by Career Fair Booth #1025 to see what opportunities await you!

Our team will have representatives from three Navy Systems Commands (NAVSEA, NAVAIR, and SPAWAR) with one goal in mind: to encourage the best and brightest candidates to pursue civilian careers within the Department of the Navy. We are prepared to interview, invite candidates for site visits, and extend on the spot job offers!

As a Navy Civilian, you'll have the unique opportunity to serve your country and be a vital part of the team that is building the next generation of technology for our Sailors and Marines.

Before the event, be sure to PRE-REGISTER with us by clicking the link below. See you in Pittsburgh!

Warm Regards,

**The Navy Civilian Careers Recruiting Team**

**PRE-REGISTRATION**

**WHAT:** Email marketing is when email communications are used as additional touch points to the candidates

**WHEN:** Email marketing blasts are strategically released throughout the year

**EXAMPLES:** internship announcement, pre-event registration, post event thank you, hard to fill positions, holiday greeting



# 2018 Enterprise Recruiting Events

Event Name	Type	Start Date	End Date	Location
CyberCorps: Scholarship for Service (SFS) Job Fair	NAVSEA	1/10/18	1/12/18	Washington, DC
Black Engineer of the Year Award STEM Career Fair (BEYA)	NCC	2/8/18	2/10/18	Washington, DC
National Society of Black Engineers Career Fair (NSBE)	NCC	3/21/18	3/25/18	Pittsburgh, PA
Society of Women Engineers (SWE) Local - Providence	NCC	4/20/18	4/22/18	Providence, RI
Wounded Warriors Hiring Summit (WWHS)	NCC	5/8/18	5/8/18	Washington, DC
Navy Visibility Day	NAVSEA	5/10/18	5/10/18	Corvallis, OR
Conference on Asian Pacific American Leadership (CAPAL)	NAVSEA	7/20/18	7/20/18	Washington, DC
Service Academy Career Conference (West Coast)	NAVSEA	8/23/18	8/24/18	San Diego, CA
North Carolina A&T Career Awareness Fair (NC A&T)	NAVSEA	9/11/18	9/12/18	Greensboro, NC
Virginia Tech Computer Science Expo (VA Tech)	NAVSEA	9/10/18	9/10/18	Blacksburg, VA
Virginia Tech Engineering Expo (VA Tech)	NAVSEA	9/11/18	9/13/18	Blacksburg, VA
Penn State Fall Career Days (PSU)	NAVSEA	9/12/18	9/14/18	State College, PA
University of Maryland College Park Career Fair (UMD)	NAVSEA	9/12/18	9/14/18	College Park, MD
University of Michigan Fall Engineering Career Fair (U Mich)	NAVSEA	9/17/18	9/18/18	Ann Arbor, MI
California State Polytechnic University Pomona Engineering/Hi-Tech Career Fair (CSU)	NAVSEA	9/28/18	9/28/18	Pomona, CA
American Indian Science & Engineering Society Career Fair (AISES)	NCC	10/4/18	10/6/18	Oklahoma City, OK
Society of Asian Scientists & Engineers Career Fair (SASE)	NCC	10/4/18	10/6/18	Schaumburg IL
Morgan State University Annual Career Day (MSU)	NAVSEA	10/17/18	10/17/18	Baltimore, MD
National Technical Institute for the Deaf Job Fair (NTID)	NAVSEA	10/17/18	10/17/18	Rochester, NY
Society of Women Engineers Career Fair (SWE)	NCC	10/18/18	10/20/18	Minneapolis, MN
Hispanic Engineer National Achievement Awards Conference Career Fair (HENAAC)	NCC	10/17/18	10/21/18	Pasadena, CA
University of Puerto Rico at Mayaguez Job Fair (UPRM)	NAVSEA	10/5/18	10/5/18	Puerto Rico
Polytechnic University of Puerto Rico Job Fair (PUPR)	NAVSEA	10/3/18	10/3/18	Puerto Rico
Norfolk State University Career Expo (NSU)	NAVSEA	10/10/18	10/10/18	Norfolk, VA
University of Puerto Rico at Turabo Information Session	NAVSEA	10/4/18	10/4/18	Puerto Rico
Society of Hispanic Professional Engineers Career Fair Expo (SHPE)	NCC	11/7/18	11/11/18	Cleveland, OH
Equal Opportunity Publications Hire the Disabled Career Expo (EOP)	NCC	11/16/18	11/16/18	Washington, DC





# Recruiting Event Components

Different recruiting events require different types of interactions. The table below summarizes the kinds of interactions recruiters should expect to have during the most common recruiting events:

Type of Events	What Happens
Career/Job Fairs	“Meet and greet” with large numbers of individuals
Interviews	“One-on-one” with candidates
Meetings with Student Leaders, Staff or Faculty	“One-on-one” discussions with people who influence or direct candidates
Information Sessions	Group meetings to share information about who NAVSEA is and what NAVSEA does
Forums and Panels	Share with groups insights into career opportunities, choices, and development
Workshops and Presentations	Group presentations that provide candidates with detailed information on a specific subject (i.e., USAJOBS, NCC Partnership, etc.)



# Online Resources

The resources listed below provide recruiters with up-to-date information and candidates with general information about NAVSEA as an organization.

Resource	URL
Facebook	<a href="http://www.facebook.com/NAVSEA">www.facebook.com/NAVSEA</a>
YouTube	<a href="http://www.youtube.com/user/NAVSEApa">www.youtube.com/user/NAVSEApa</a>
Making a Difference	<a href="https://www.youtube.com/watch?v=sZ5vNoEP2KQ">https://www.youtube.com/watch?v=sZ5vNoEP2KQ</a>
The Inventor	<a href="https://www.youtube.com/watch?v=fs7KUIPhg5o">https://www.youtube.com/watch?v=fs7KUIPhg5o</a>
Twitter	<a href="http://www.twitter.com/NAVSEA">www.twitter.com/NAVSEA</a>
LinkedIn	<a href="http://www.linkedin.com/company/navsea">www.linkedin.com/company/navsea</a>
NAVSEA Careers Site	<a href="http://www.navsea.navy.mil/Careers/NAVSEA-Careers/">http://www.navsea.navy.mil/Careers/NAVSEA-Careers/</a>
NAVSEA USAJOBS Site	<a href="http://www.navsea.usajobs.gov">www.navsea.usajobs.gov</a>
SYSCOM USAJOBS Site	<a href="http://www.ncc.usajobs.gov">www.ncc.usajobs.gov</a>
NAVSEA Recruiting Email	<a href="mailto:nssc_navsea_recruit@navy.mil">nssc_navsea_recruit@navy.mil</a>
SYSCOM Recruiting Email	<a href="mailto:navyciviliancareers@navy.mil">navyciviliancareers@navy.mil</a>





# Yello Survey Tool

What is **Yello**?

- New to NAVSEA and NCC Recruiting for the FY18/19 season, Yello is a talent acquisition software for candidate and event management

How will **Yello** be Used?

- Collecting candidate data with resumes
- Event management
- Candidate management
- Email and text campaigns to engage with candidates
- Recruiting metrics
- Used Enterprise wide at corporate NAVSEA and NCC recruiting events

**Yello Pro App** is a mobile app built for recruiters and their hiring teams on the go. With Yello Pro App, recruiting teams will collect candidate information, schedule interviews, send electronic offer emails, evaluate candidates, and have the ability for real time metrics at recruiting events.

**Yello Web Platform** is the web version of Yello staff log-in to after the event to review the candidate pool and event metrics

# Yello Survey Tool

Enter Your Email to Begin

Email ngoc.lund@navy.mil

Submit

12:00 PM

yello Pro

Select the site you'd like to access:

- ☐ Naval Air System Command (NAVAIR)
- ☒ Naval Sea System Command (NAVSEA)
- ☐ Navy Civilian Careers (NCC)
- ☐ Yello - CRM

2:59 PM

yello Pro



Log In to Naval Sea System Command  
(NAVSEA)

Email ngoc.lund@navy.mil

Password SHOW

Forgot Password? Remember Me ☐

Log In

iPad

5:42 PM

38%

Exit Event

2018 SHPE National Convention NGOC NCC TEST  
Jul 1 - 3, 2018

Kiosk Mode

CANDIDATES MY AGENDA EVENT SCHEDULE DOCUMENTS

Search

Filters

Most Recent

Select

JT Jay Test3  
jay.schneider+test3@yello.co

SS Sarah Sheldon  
nbvu.82@gmail.com

TT Testing Testing  
testing@gmail.com

TT Test Test  
testngoc@gmail.com

JT Jay Test2  
jay.schneider+test2@yello.co

JT Jay Test1  
jay.schneider+test1@yello.co

JL Jason Lund  
jason1365@gmail.com

NT Ngoc2 Test  
ngoc1365@gmail.com

NT Ngoc3 Test  
nbvu82@gmail.com

NH Ngoc Hello  
test@hello.com

JL Jason Lund  
lund@test.com

Add Candidate

SS Sarah Sheldon  
nbvu.82@gmail.com  
17572099002

Contact



Add Resume



Review



Schedule



Invite

Resumes/CVs

0

Sarah doesn't have a resume or CV attached.

Add Resume/CV

Details

View

Middle Name (if no middle name, please put NMN)  
Nmn

Are you a US Citizen?  
Yes

Major  
Computer Engineering

Review Forms

1

NAVSEA Recommend Form

Reviewer: Ngoc Lund

Event: 2018 SHPE National Convention NGOC NCC TEST  
Created: Mon, Jun 18, 2018, 3:36 PM EDT



# Conclusion

- Key Takeaway: Recruiters who attend career fairs and events serve as representatives of the entire NAVSEA enterprise.
- Enterprise Recruiter training is **mandatory** for anyone who participates in an Enterprise Recruiting event
- All recruiters should be using Yello to collect candidate data and review candidates
- Recruiters are the candidate's first impression of NAVSEA! Have your elevator speech ready, be energetic, and promote NAVSEA as an employer of choice!









# QUESTIONS?



# BACK-UP

## APPENDIX 8: NAVSEA/NCC Logo Shirt Ordering Details

					
Port Authority Cotton Touch Performance Polo <b>(\$23.00)</b>	Port Authority Ladies Cotton Touch Performance Polo <b>(\$23.00)</b>	Port Authority Ladies Silk Touch Sport (dri-fit) Shirt <b>(\$18.35)</b>	Port Authority Silk Touch Sport Shirt (dri-fit) <b>(\$18.35)</b>	Port Authority Long Sleeve Easy Care Shirt <b>(\$24.85)</b>	Port Authority Long Sleeve Ladies Easy Care Shirt <b>(\$24.85)</b>
<b>Available Sizes: S-3XL (Add \$2.50 for 2XL and \$5.00 for 3XL)</b>					

To purchase, please email Terri Groves at Chesapeake Custom Embroidery Screen Printing ([terri@cceink.com](mailto:terri@cceink.com)) or phone if needed (301-862-4848) and mention NAVSEA. Shirts can be picked up at Chesapeake Custom Embroidery (22571 Three Notch Rd, California, MD 20619) at no additional charge or **shipped for a flat fee of \$12.95**. For additional information, please visit <http://cceink.com/>.



## Work Life

### Leave and Holidays

- Holidays – 10 paid a year
- Sick leave – 13 days accrued annually with no carryover ceiling
- Vacation leave - 13, 20 or 26 days accrued annually depending upon years of service
- Carry up to 30 vacation days into the next calendar year
- Family and Medical Leave Act (FMLA) allows up to 12 weeks per year of unpaid leave for caring for a sick family member
- Leave Sharing Programs allow co-workers to transfer leave to others in need

### Work/Life Programs

- Alternative Work Schedules other than the traditional 8 hour day/40 hour week may be available
- Telework
- Transportation Subsidy - employees taking public transportation/carpools in some locations may be reimbursed for transportation costs
- Health & Fitness - many Navy/Marine Corps installations have well-equipped fitness centers available to civilian employees at no or little cost
- Dependent Care – the DON has outstanding child care programs and referrals to Federal child care centers
- Tuition Reimbursement - Activities may pay all or part of the necessary expenses of training, including the costs of college tuition, to improve an employee's performance of his or her official duties
- Employee Assistance Program

April 2015 Version

### For questions about Health Insurance, Life Insurance, Thrift Savings Plan or Retirement

contact the Benefits Line at  
888-320-2917 between  
7:30 a.m. to 7:30 p.m.  
Eastern Time, Monday  
through Friday. Questions  
may also be emailed to  
[navybenefits@navy.mil](mailto:navybenefits@navy.mil)

For more information on  
civilian careers visit  
[www.secnav.navy.mil/don](http://www.secnav.navy.mil/don)  
[hr/](#)

The Department of the Navy is an  
Equal Opportunity Employer.

U.S. citizenship is required.



# Employee Benefits



DEPARTMENT OF THE NAVY  
CIVILIAN CAREERS  
**Where Purpose and  
Patriotism Unite**



## Insurance Programs

### Health, Dental and Vision

- 200+ health plan options throughout the U.S.
- No waiting period or physical examination to enroll/no exclusions for pre-existing conditions
- Employer contribution to health premiums
- Coverage for self and family members available
- Opportunity to retain coverage into retirement with full government contributions
- For more information on the Federal Employees Health Benefits Program visit:  
<http://www.opm.gov/insure/health/index.asp>
- For more information on Dental and Vision Insurance Programs visit:  
<http://www.opm.gov/insure/health/index.asp>

### Flexible Spending Accounts

- Elect pre-tax salary dollars to save money on a variety of eligible health care and dependent care expenses
- For more information on Flexible Spending Accounts visit:  
<https://www.fsafeds.com/fsafeds/index.asp>

### Long Term Care

- Multiple plans available
- Covers long term care if you can no longer perform everyday tasks due to a chronic illness, injury, disability or aging
- Family member coverage available
- Easy application
- For more information on Long Term Care Insurance Programs visit:  
<http://www.ltcfeds.com>

### Federal Employees' Group Life

- Basic life insurance and 3 options provide coverage for self and eligible family members
- No physical required for initial enrollment
- Opportunity to retain coverage into retirement
- For more information on the Federal Employees Group Life Insurance Program visit:  
<http://www.opm.gov/insure/life/index.htm>

## Retirement Coverage

- Retirement annuity for life beginning as early as age 55
- Benefits based on length of service and salary
- Military service may be credited toward FERS (deposit required)
- Vesting after 5 years of creditable civilian service
- Eligibility for survivor and disability benefits after 18 months of civilian service
- Earn Social Security credit
- For more information on FERS visit:  
<http://www.opm.gov/retire/index.htm>

### Thrift Savings Plan (TSP)

- Supplements retirement annuity
- A choice of tax treatments – tax deferred (IRA) or after-tax (Roth IRA) contributions
- Largest single defined contribution plan in the U.S. similar to a 401(k) plan
- Multiple investment options
- Agency matching (up to 5%) contributions
- Option to rollover money from an existing retirement plan
- For more information on TSP visit:  
<http://www.tsp.gov/>

